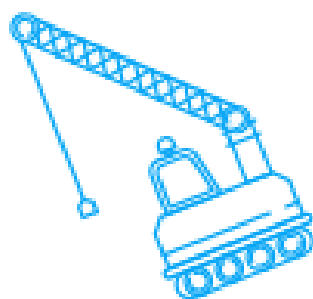


# **OKLAHOMA CAREER EXPOSURE WEEK**

## **EVENT PLANNING GUIDE**



**OKLAHOMA  
WORKS.**

*A proud partner of the American Job Center network*

# INTRODUCING CAREER EXPOSURE WEEK

Oklahoma is facing a substantial skills gap in its workforce. People are not getting the right training and education to match the jobs available; workers are retiring without younger people to fill vacancies; and technological advancements require continuous re-skilling. As education and training beyond high school becomes the new minimum, Oklahoma Works is empowering Oklahomans to explore the many career options available in businesses and industries vital to the state's driver economic systems and critical occupations. We hope to inspire students and Oklahomans of all ages to seek the education and training necessary to enter and succeed in high-paying jobs right here in Oklahoma.

Through events across the state, we will:

- introduce people to careers in businesses and industries in Oklahoma's driver and complementary ecosystems and critical occupations;
- empower business and industry to engage with students, educators, parents and others;
- promote in-demand and hard to fill occupations;
- draw attention to the role business and industry play in communities; and
- change misconceptions about some of Oklahoma's jobs and industries.

This Event Planning Guide provides you with everything you need to begin engaging students and job-seekers of all ages. The guide includes:

- **Event Examples:** How to plan an event taking place inside a business or at a school
- **Communications Tools:** Sample communications for promoting your event
- **FAQs:** Answers to frequently asked questions regarding liability concerns related to youth in the workplace

You can also find additional information, including event registration, on our website at:

[www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek).

# TABLE OF CONTENTS

**Sample Events ..... 1**

    In-School Event Options

    At-Business Event Options

**Communications and Promotion ..... 21**

    Sample Social Media Posts

    Shareable images

    Sample Press Release

    Sample Photo/Video Release

**Evaluation ..... 29**

    Sample Post-Event Survey

**Liability Concerns ..... 32**

    Sample Facility Tour Permission Slip/Liability Waiver

    FAQs: Legal Questions Regarding Youth in the Workplace



# IN-SCHOOL EVENTS



There are many different ways to interact with students in a classroom environment. This section provides a few examples of how employers can engage youth in meaningful activities to help students understand different industries, occupations and businesses.

# IN-SCHOOL EVENTS

## Option 1: Participate in a Career Fair (In-School or Virtual Career Fair)

Career fair events offer students the opportunity to learn about careers. Professionals from diverse industries visit with students to create a better understanding of different career options, and inform students about the qualifications and education requirements to enter and advance in various careers. Businesses will promote opportunities at their company and/or within their industry.

Time Commitment: 1-4 hours

Recommended Age Group: 6-12<sup>th</sup> grades

Sample Talking Points:

- Describe the types of jobs in your business/industry
- Inform students about the projected growth of high-demand jobs
- Describe the skills needed for jobs at your business/industry (e.g. STEM, etc.)
- Discuss the types of education and training required for jobs in your business/industry
- Inform students about growth opportunities from entry-level positions to management/leadership roles
- Showcase internships, apprenticeships, tuition assistance programs, and other initiatives

Potential Outcomes:

- Attract talented students to internships, apprenticeships and job opportunities
- Educate students on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

# IN-SCHOOL EVENTS

## Option 2: Participate in a Mock Interview

Mock interviews offer students the opportunity to learn about and prepare for job interviews, as well as allow students to practice demonstrating employability skills, also known as soft skills. During mock interviews, professionals review student résumés, ask students real-world interview questions about their qualifications, experience and education, and provide feedback to the students about ways to improve résumé's or responses to questions. Such exercises help prepare students to interview for internships, work-based learning opportunities, college entrance, and jobs. Businesses will promote opportunities at their company and/or within their industry.

Time Commitment: 1-2 hours

Recommended Age Group: 9-12<sup>th</sup> grades

Potential Outcomes:

- Attract talented students to internships, apprenticeships and job opportunities
- Educate students on how to prepare for interviews

Planning Your Event:

- Contact the school, teacher or counselor prior to the event to determine the kinds of students participating in the mock interviews (e.g. ages, career interests, etc.).
- Register your event at [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek). This allows Oklahoma Works partners to help promote your participation in the event.
- Use traditional and social media before and after your event (see Communications section)
- Leave the students with your contact information and be open to discussing careers at your company or within your industry after the visit. If applicable, promote internship and work-based learning opportunities that are available at your company.
- Provide information about any upcoming events or tours at your company. Consider extending an invitation to the students to tour your facility in the future.

# IN-SCHOOL EVENTS

## Option 3: Be a Guest Speaker or Participate in a Career Panel

Business professionals interact with students to create a better understanding of the daily tasks of an occupation and learn about the qualifications and education requirements to enter and advance in a career. Businesses will promote opportunities at their company and/or within their industry.

Time Commitment: 30 minutes - 1 hour

Recommended Age Group: K-12<sup>th</sup> grades

Sample Presentation Talking Points:

- How you came to be in your profession
- What you like about your job
- What training or education you had to complete
- What are the daily activities of your job
- How things being learned in the classroom are used in jobs every day (e.g. Math)
- What other types of jobs and activities are done within your field, industry or company
- Why students should work at your business or in your industry
- What your company does, who your customers are, and how they use your product or service

Potential Outcomes:

- Attract talented students to internships, apprenticeships and job opportunities
- Educate students on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

Planning Your Event:

- Create a presentation that provides relevant and interesting information to your audience. Assume the audience knows very little about your company, your job, or your industry.
- Offer interactive opportunities to your audience. Consider planning an activity that demonstrates what you/your company does.
- Register your event at [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek). This allows Oklahoma Works partners to help promote your participation in the event.
- Use traditional and social media before, during and after your event, including sharing any press coverage that ran or photographs taken during the event (see Communications section)
- Leave the students with your contact information and be open to discussing careers at your company or within your industry after the visit. If applicable, promote internship and work-based learning opportunities that are available at your company.

- Provide information about any upcoming events or tours at your company. Consider extending an invitation to the students to tour your facility in the future.



# IN-SCHOOL EVENTS

## Option 4: Host a Student-Employee Guest Speaker or Panel Discussion

Business professionals, who were former students, interns, or apprentices, interact with current students to create a better understanding of their experiences in education, training or work-based learning, the daily tasks of an occupation, and learn about the qualifications and education requirements to enter and advance in a career. Businesses will promote opportunities at their company and/or within their industry.

Time Commitment: 30 minutes - 1 hour

Recommended Age Group: 6-12<sup>th</sup> grades

Sample Presentation Talking Points:

- How you came to be in your profession
- What your experiences were during an internship, apprenticeship, or job shadow (if applicable)
- What you like about your job
- What training or education you had to complete
- What are the daily activities of your job
- How things being learned in the classroom are used in your job every day (e.g. Math)
- What other types of jobs and activities are done within your field, industry or company
- Why students should work at your business or in your industry
- What your company does, who your customers are, and how they use your product or service

Potential Outcomes:

- Attract talented students to internships, apprenticeships and job opportunities
- Educate students on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

Planning Your Event:

- Create a presentation that provides relevant and interesting information to your audience. Assume the audience knows very little about your company, your job, or your industry.
- Offer interactive opportunities to your audience. Consider planning an activity that demonstrates what you/your company does.
- Register your event at [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek). This allows Oklahoma Works partners to help promote your participation in the event.
- Use traditional and social media before, during and after your event, including sharing any press coverage that ran or photographs taken during the event (see Communications section)

- Leave the students with your contact information and be open to discussing careers at your company or within your industry after the visit. If applicable, promote internship and work-based learning opportunities that are available at your company.
- Provide information about any upcoming events or tours at your company. Consider extending an invitation to the students to tour your facility in the future.

## IN-SCHOOL EVENTS

### Option 5: Participate in a Virtual Classroom Discussion

Business professionals interact with students to create a better understanding of the daily tasks of an occupation and learn about the qualifications and education requirements to enter and advance in a career. Businesses will promote opportunities at their company and/or within their industry.

Time Commitment: 30 minutes - 1 hour

Recommended Age Group: K-12<sup>th</sup> grades

Sample Presentation Talking Points:

- How you came to be in your profession
- What you like about your job
- What training or education you had to complete
- What are the daily activities of your job
- How things being learned in the classroom are used in jobs every day (e.g. Math)
- What other types of jobs and activities are done within your field, industry or company
- Why students should work at your business or in your industry
- What your company does, who your customers are, and how they use your product or service

Potential Outcomes:

- Attract talented students to internships, apprenticeships and job opportunities
- Educate students on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

Planning Your Event:

- Determine an electronic medium that works for both the school/audience and your business. Possible options include the Oklahoma Edge platform (<https://osde.nextthought.com/app/>), Skype, or other webinar service.
- Create a presentation that provides relevant and interesting information to your audience. Assume the audience knows very little about your company, your job, or your industry.
- Offer interactive opportunities to your audience. Consider planning an activity that demonstrates what you/your company does.
- Register your event at [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek). This allows Oklahoma Works partners to help promote your participation in the event.
- Use traditional and social media before and after your event. (see Communications section)
- Leave the students with your contact information and be open to discussing careers at your company or within your industry after the event. If applicable, promote internship and work-based learning opportunities that are available at your company.

- Provide information about any upcoming events or tours at your company. Consider extending an invitation to the students to tour your facility in the future.

# IN-SCHOOL EVENTS

## Option 6: Project-Based Competition

Business professionals interact with students to create a project and/or judge a project competition. This event allows students to experience real-world examples of the types of work a professional typically does in their job. Students learn about the skills and competencies needed to enter and advance in a career. Businesses will promote opportunities at their company and/or within their industry.

Time Commitment: 4 hours or more

Recommended Age Group: 6-12<sup>th</sup> grades, Postsecondary Students

Potential Outcomes:

- Educate students about the skills, competencies, education and training needed for demand jobs
- Attract talented students to internships, apprenticeships and job opportunities
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

Planning Your Event:

- Work with a school or classroom to develop a project related to your industry or occupation.
- Determine how you will be involved in the project and how much time you must commit. You may work alongside a student team as an advisor during the project development phase, participate as a judge to determine winning project designs, or other activity to support student project success.
- While interacting with students, be sure to discuss what you/your company does.
- Register your event at [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek). This allows Oklahoma Works partners to help promote your participation in the event.
- Use traditional and social media before, during, and after your event. (see Communications section)
- Leave the students with your contact information and be open to discussing careers at your company or within your industry after the event. If applicable, promote internship and work-based learning opportunities that are available at your company.
- Provide information about any upcoming events or tours at your company. Consider extending an invitation to the students to tour your facility in the future.



# IN-BUSINESS EVENTS

There are many different ways to interact with students, parents, educators, and job-seekers of all ages in a business environment. This section provides a few examples of how employers can engage participants in meaningful activities inside their workplace to help Oklahomans understand different industries, occupations and businesses.

## IN-BUSINESS EVENTS

### Option 1: Host a Job Shadow Event at Your Business

Hosting a job shadow event allows businesses to generate interest in demand occupations and showcase career opportunities. Businesses hosting job shadow events offers participants an opportunity to visit a professional environment, interact with professionals in their field of interest, better understand the daily tasks of an occupation, and learn about the qualifications and education requirements to enter and advance in their field of interest.

Time Commitment: 2-5 hours

Recommended Age Group: 9-12<sup>th</sup> grades, postsecondary students, out-of-school youth, adults

Sample Agenda:

- 8:45 a.m. Participants arrive
- 9:00 a.m. Welcoming Remarks
- 9:15 a.m. Career Panel Presentation
- 10:00 a.m. Participants Introduced to Company Mentors
- 10:00 a.m. Participants Shadow Mentor and/or Tour Facility

Potential Outcomes:

- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

# IN-BUSINESS EVENTS

## Option 2: Host a Tour of Your Business

Participants will have the opportunity to visit a professional environment, interact with professionals, better understand the daily tasks of an occupation, and learn about the qualifications and education requirements to enter and advance in careers. You will have the opportunity to directly interact with people interested in your company, share your story, and

Time Commitment: 1 hour or more

Recommended Age Group: K-12<sup>th</sup> grades, postsecondary students, out-of-school youth, adults, parents, teachers, community members

Sample Activities:

- Guide participants through a tour of your facility
- Discuss the various types of careers within the business
- Describe the skills, training and education required to qualify for various jobs within the business
- Highlight the daily activities of various jobs within the business
- Showcase internships, apprenticeships, tuition assistance programs, and other initiatives
- Describe how your company got started, what your company does, who your customers are, and what your products do

Potential Outcomes:

- Attract talent to internships, apprenticeships and job opportunities
- Educate participants on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

Planning Your Event:

- Determine the format of your event, length of time for the event, and target audience
- Register your event at [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek). This allows Oklahoma Works partners to help promote your event.
- Draft and send invitations to your desired audience
- Distribute memo to employees making them aware of visitors in the facility. This memo should include a protocol you wish to be in place during the event.
- Use traditional and social media before, during and after your event, including sharing any press coverage that ran or photographs taken during the event (see Communications section)
- Be sure to follow up after the event with thank you notes to guests and staff



Event Day Checklist:

- Ensure facility is clean and there is a clear tour path
- Make sure employees are dressed appropriate and wearing name tags if available
- If any safety equipment is required for the tour, make sure it is available near the entrance

# IN-BUSINESS EVENTS

## Option 3: Host an Open House or Parent Night

Individuals will have the opportunity to visit your facility, interact with professionals, learn about your industry and the work your company does, better understand the daily tasks of an occupation, and learn about the qualifications and education requirements to enter and advance in careers.

Time Commitment: 1-3 hours

Recommended Age Group/Audiences: K-12<sup>th</sup> grades, out-of-school youth, adults, parents, teachers

Sample Activities:


- Guide participants through a tour of your facility
- Discuss the various types of careers within the business
- Describe the skills, training and education required to qualify for various jobs within the business
- Highlight the daily activities of various jobs within the business
- Showcase internships, apprenticeships, tuition assistance programs, and other initiatives

Potential Outcomes:

- Attract talent to internships, apprenticeships and job opportunities
- Educate participants on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry



# COMMUNITY-BASED EVENTS



Community-based organizations and non-profits can play a key role in connecting Oklahomans with career exposure events outside of a traditional workplace or school-setting. This section provides a few examples of how these organizations can facilitate meaningful activities to help participants understand different industries, occupations, and businesses.

# COMMUNITY-BASED EVENTS

## Option 1: Host a Career Fair

Career fair events offer participants the opportunity to learn about careers. Professionals from diverse industries visit with participants to create a better understanding of different career options, and inform participants about the qualifications and education requirements to enter and advance in various careers. Businesses will promote opportunities at their company and/or within their industry.

Time Commitment: 1-4 hours

Planning Your Event:

- Make a list of employers from diverse industries
- Contact employers to participate as exhibitors for the event.
- Create flyer for the event and distribute throughout community
- Confirm employer attendance at event
- Encourage employers to create interactive and enticing displays. Not only does it make learning more fun, it gives attendees an inside look at the career.
- Register your event at [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek). This allows Oklahoma Works partners to help promote your event.
- Use traditional and social media before and after your event (see Communications section)
- Award the most creative exhibitor a "best of" ribbon at the end of the day.

Sample Employer Talking Points:

- Describe the types of jobs in your business/industry
- Inform participants about the projected growth of high-demand jobs
- Describe the skills needed for jobs at your business/industry (e.g. STEM, etc.)
- Discuss the types of education and training required for jobs in your business/industry
- Inform participants about growth opportunities from entry-level positions to management/leadership roles
- Showcase internships, apprenticeships, tuition assistance programs, and other initiatives

Potential Outcomes:

- Attract talent to internships, apprenticeships and job opportunities
- Educate participants on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs

# COMMUNITY-BASED EVENTS

## Option 2: Host a Mock Interview Event

Mock interviews offer participants the opportunity to learn about and prepare for job interviews, as well as allow individuals to practice demonstrating employability skills, also known as soft skills. During mock interviews, professionals review résumés, ask real-world interview questions about their qualifications, experience and education, and provide feedback to the interviewee about ways to improve résumés or responses to questions. Such exercises help prepare individuals to interview for internships, work-based learning opportunities, college entrance, and jobs. Intermediaries will host a mock interview event and invite employers within the community to participate. Employers will promote opportunities at their company and/or within their industry.

Time Commitment: 1-2 hours

Potential Outcomes:

- Engage community employers, students, and job seekers
- Attract talent to internships, apprenticeships and job opportunities
- Educate students and job seekers on how to prepare for interviews

Planning Your Event:

- Make a list of employers from diverse industries.
- Contact employers to participate as interviewers for the event.
- Create flyer for the event and distribute throughout community.
- Confirm employer attendance at event and provide employer participation information.
- Register your event at [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek). This allows Oklahoma Works partners to help promote your participation in the event.
- Use traditional and social media before and after your event (see Communications section)

Employer Participation Information:

- Utilize your company's standard interview questions.
- Leave the participants your contact information and be open to discussing careers at your company or within your industry after the visit. If applicable, promote internship and work-based learning opportunities that are available at your company.
- Provide information about any upcoming events or tours at your company. Consider extending an invitation to the participants to tour your facility in the future.

# COMMUNITY-BASED EVENTS

## Option 3: Host a Career Panel Event

Business professionals interact with participants to create a better understanding of the daily tasks of an occupation and learn about the qualifications and education requirements to enter and advance in a career. Businesses will promote opportunities at their company and/or within their industry. This event can be combined with a Mock Interview and/or Career Fair event.

Time Commitment: 1 hour – 1.5 hours

Sample Employer Presentation Talking Points:

- How you came to be in your profession
- What you like about your job
- What training or education you had to complete
- What are the daily activities of your job
- What other types of jobs and activities are done within your field, industry or company
- Why participants should work at your business or in your industry
- What your company does, who your customers are, and how they use your product or service

Potential Outcomes:

- Attract talent to internships, apprenticeships and job opportunities
- Educate participants on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform career navigators and case managers about career opportunities in business/industry

Planning Your Event:


- Make a list of employers from diverse industries.
- Contact employers to participate as panelists for the event.
- Create flyer for the event and distribute throughout community.
- Confirm employer attendance at event and provide employer participation information.
- Register your event at [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek). This allows Oklahoma Works partners to help promote your participation in the event.
- Use traditional and social media before, during and after your event, including sharing any press coverage that ran or photographs taken during the event (see Communications section)

#### Employer Participation Information:

- Create a presentation that provides relevant and interesting information to your audience. Assume the audience knows very little about your company, your job, or your industry.
- Offer interactive opportunities to your audience. Consider planning an activity that demonstrates what you/your company does.
- Leave the participants your contact information and be open to discussing careers at your company or within your industry after the visit. If applicable, promote internship and work-based learning opportunities that are available at your company.
- Provide information about any upcoming events or tours at your company. Consider extending an invitation to the participants to tour your facility in the future.



# COMMUNICATIONS & PROMOTIONS



Be sure to maximize the impact of your event by promoting it on social media and in local publications. Share pictures and stories of your day; post videos of activities; and submit stories to local newspapers and trade publications. This section provides tools and templates to assist your communication and promotion efforts.



# COMMUNICATIONS AND PROMOTION

## Sample Social Media Posts

### Twitter

- Excited to participate in @OklaWorks annual Career Exposure Week! #FutureWorkforce
- Career Exposure Week is a great opportunity to talk to <students> <jobseekers> about in-demand jobs in our industry #FutureWorkforce @OklaWorks
- Proud to partner w/ @OklaWorks to teach <students><jobseekers> about career opportunities & skills needed to succeed in good jobs #OklaCareerExposure
- Students from <INSERT SCHOOL NAME> are touring our facility today to learn about in-demand careers #FutureWorkforce #OklaCareerExposure @OklaWorks
- Providing tours at our facility today to showcase in-demand careers #OklaCareerExposure @OklaWorks
- Talking to students at <INSERT SCHOOL NAME> today about career opportunities in our business & industry #FutureWorkforce #OklaCareerExposure
- Talking to jobseekers at <INSERT ORGANIZATION NAME> today about career opportunities in our business & industry #FutureWorkforce #OklaCareerExposure
- Work-based learning like job shadowing & internship is a terrific way for students to explore in-demand jobs #OklaCareerExposure #EarnAndLearnOK
- Apprenticeships allow workers to earn money while they learn the skills needed to enter and succeed in demand jobs #NAW18 #OklaCareerExposure #EarnAndLearnOK

### Facebook

- We are proud to join @OklaWorks in their annual statewide #OklaCareerExposure. Students from <INSERT SCHOOL NAME> toured our facility today to learn about our industry and the great career opportunities available. #FutureWorkforce
- We are proud to join @OklaWorks in the annual statewide #OklaCareerExposure. Today we visited with students at <INSERT SCHOOL NAME> to talk about what we do, in-demand job opportunities, and the skills needed to enter and success in our industry. #FutureWorkforce
- We are proud to join @OklaWorks in their annual statewide #OklaCareerExposure. Today we offered tours of our facility to showcase our industry and the great career opportunities available.
- We are proud to join @OklaWorks in the annual statewide #OklaCareerExposure. Today we visited with jobseekers at <INSERT ORGANIZATION NAME> to talk about what we do, in-demand job opportunities, and the skills needed to enter and succeed in our industry.

### Instagram

- We are proud to join @OklahomaWorks in their annual statewide #OklaCareerExposure. Students from <INSERT SCHOOL NAME> toured our facility today to learn about our industry and the great career opportunities available. #FutureWorkforce

- We are proud to join @OklahomaWorks in the annual statewide #OklaCareerExposure. Today we visited with students at <INSERT SCHOOL NAME> to talk about what we do, in-demand job opportunities, and the skills needed to enter and success in our industry. #FutureWorkforce
- We are proud to join @OklaWorks in their annual statewide #OklaCareerExposure. Today we offered tours of our facility to showcase our industry and the great career opportunities available.
- We are proud to join @OklaWorks in the annual statewide #OklaCareerExposure. Today we visited with jobseekers at <INSERT ORGANIZATION NAME> to talk about what we do, in-demand job opportunities, and the skills needed to enter and succeed in our industry.

# COMMUNICATIONS AND PROMOTION

## Facebook Live

Livestream all or part of your event using Facebook Live.

1. Go to the News Feed, and tap the “Live” option denoted by the camcorder icon.
2. Give Facebook access to your camera and microphone when prompted.
3. Choose your privacy setting.
4. Write a compelling description.
5. Tag friends, choose your location, or add an activity.
6. Set up your camera view.
7. Add lenses, filters, or writing and drawing to your video.

## Periscope on Twitter

Livestream all or part of your event using Periscope on Twitter.

1. Start a live video by tapping the “Compose” icon.
2. Tap the “Live Video” icon (red dot) to begin streaming.
3. To end a video, swipe down and tap “End Video”.

## COMMUNICATIONS AND PROMOTION

### Shareable images

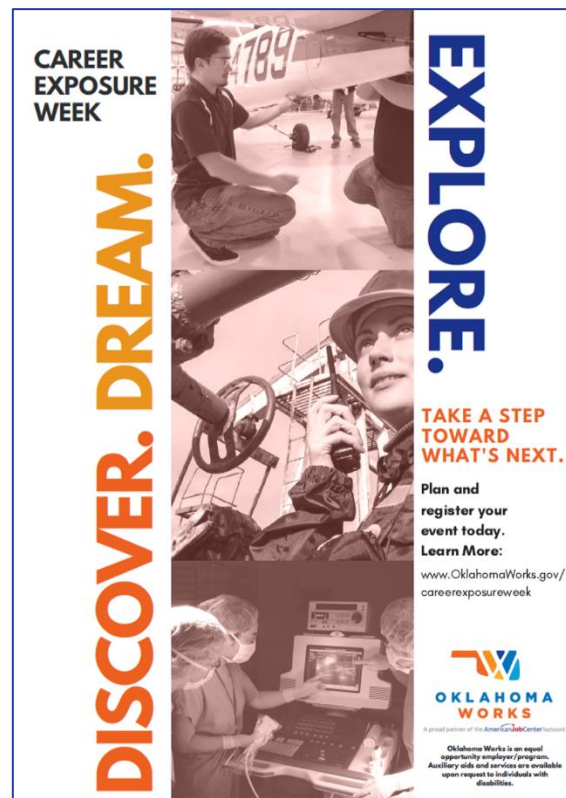
#### Social Media Images



**\*\* Download these documents at:**

**[https://www.dropbox.com/sh/chc4htmpa6rbyk8/AAD\\_g0yiljQqG5dE7UL0aeyDa?dl=0](https://www.dropbox.com/sh/chc4htmpa6rbyk8/AAD_g0yiljQqG5dE7UL0aeyDa?dl=0)** **\*\***

## Posters



**\*\* Download these documents at:**

[https://www.dropbox.com/sh/chc4htmpa6rbyk8/AAD\\_g0yjljQqG5dE7UL0aeyDa?dl=0](https://www.dropbox.com/sh/chc4htmpa6rbyk8/AAD_g0yjljQqG5dE7UL0aeyDa?dl=0)

# COMMUNICATIONS AND PROMOTION

## Sample Press Release

### FOR IMMEDIATE RELEASE

#### **<INSERT COMPANY NAME> Exposes Students to Local Careers**

<INSERT COMPANY NAME> is opening its doors to students from <INSERT SCHOOL NAME> to showcase **in-demand and hard to fill occupations in the <INSERT INDUSTRY>**. The event is part of the Oklahoma's annual statewide Career Exposure Week.

"There are a lot of interesting, good-paying careers out there that some people have never even heard about," says <COMPANY SPOKESPERSON, TITLE>. "We want to show students the kinds of jobs we have available in our industry so they can make choices about the kinds of skills, training and education they may need to enter and succeed in jobs in high-demand in our region."

Recent information from the Oklahoma Office of Workforce Development shows the <INSERT REGION NAME> is facing a XX% skills gap between the skills and education the local workforce has and what will be needed to meet workforce demands in 2025. ([Find data to fill in blanks here](#))

Students will tour <INSERT COMPANY NAME>'s facilities to learn about their business and industry, see the daily activities of various careers, and better understand the wages and growth potential of jobs in the region.

"Exposing students to different careers helps them better understand personal interests and aptitudes," says <LOCAL PARTNER SPOKESPERSON, TITLE>. "Our state has many good jobs available in industries vital to growing our state's economy. We need to help Oklahomans find the right pathways to those careers."

Oklahoma Career Exposure Week is an initiative of Oklahoma Works. The week is designed to introduce Oklahomans to careers in businesses and industries vital to the state's economic systems and critical occupations.

For more information about Career Exposure Week, visit: [www.oklahomaworks.gov/careerexposureweek](http://www.oklahomaworks.gov/careerexposureweek).

###

**About <INSERT COMPANY NAME>**  
**<INSERT COMPANY INFORMATION>**

#### **About Oklahoma Works:**

Oklahoma Works is an initiative to align resources, education, training and job opportunities to build Oklahoma's workforce.

## COMMUNICATIONS AND PROMOTION

### Story / Photo / Video Release

I, \_\_\_\_\_ hereby grant to the **INSERT**  
**NAME OF ORGANIZATION** and its legal representatives and assigns, the irrevocable and unrestricted rights to use and publish my story and/or its likeness and photographs/video footage of me, or in which I may be included, for editorial trade, advertising and any other purpose and in any manner and medium; to alter the same without restrictions; and to copyright the same. I hereby release **INSERT NAME OF ORGANIZATION** and its legal representatives and assigns from all claims and liability relating to said story and/or its likeness and photograph/video footage.

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

If under 18, Signature of Parent/Guardian \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Witness \_\_\_\_\_ Date \_\_\_\_\_

# EVALUATION

## Sample Post-Event Survey


Please indicate how strongly you agree or disagree with the following:

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. I am more aware of jobs in local and regional business and industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I am more convinced the business and industry provides careers that are interesting and rewarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I am more motivated to pursue careers in the business, industry and/or in demand and critical occupations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I am more likely to tell my friends, family, parents or colleagues about business and industry after attending shadow day event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Comments:				





# LIABILITY FAQs

A decorative orange line graphic consisting of a horizontal line on the left, a vertical line connecting to another horizontal line on the right, ending in a solid orange circle.

Employers often have concerns about liability when young people are at their worksite. Many of these concerns can be remedied with answers to a few commonly asked questions. This section offers guidance to employers navigating liability concerns.

# LIABILITY CONCERNS

## Sample Facility Tour Permission Slip/Liability Waiver

Tour Date: \_\_\_\_\_ | Time: \_\_\_\_\_ a.m. / p.m.

By completing and signing this form, both student and parent/guardian are aware of the following:

- Parents /guardians are welcome to attend but it is not mandatory.
- Parent/guardian's signature is required for student participation.
- Dress Code: NO open-toed, high-heel or sling-back shoes, skirts or shorts are allowed.
- Jeans and sneakers or comfortable shoes are recommended.

In consideration of being permitted to participate in a tour of [YOUR COMPANY], the undersigned releases, waives, discharges and covenants not to sue [YOUR COMPANY], its agents, managers, directors, officers and employees, all of whom for the purpose of this release are referred to as "releases," from all liability to the undersigned and the undersigned's parents/guardians, for any and all loss or damage on account of injury to the person or property of the undersigned, whether caused by the negligence of the releasees or otherwise, while the undersigned is in or upon the [YOUR COMPANY] premises.

The undersigned agrees to indemnify and hold the releasees harmless from any loss, liability, damage or cost they may incur due to the presence of the undersigned in or on the [YOUR COMPANY] premises and whether caused by the negligence of the releasees or otherwise.

The undersigned further agree that the foregoing release, waiver and indemnity agreement is intended to be as broad and inclusive as is permitted by the laws of the State of [YOUR STATE], and that if any portion of it is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

The undersigned assumes full responsibility for and risk of injury or damages while participating in the plant tour.

Student Name: \_\_\_\_\_ Age: \_\_\_\_\_

School: \_\_\_\_\_ Grade: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Parent/Guardian Attending? (yes or no) \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_

Please fill out and return this form by [DATE] to [SCHOOL CONTACT] by email to [SCHOOL CONTACT EMAIL] or via mail to: [address]

# LIABILITY CONCERNS

## FAQs: Legal Questions Regarding Youth in the Workplace

The Governor's Council for Workforce and Economic Development (GCWED) has adopted the following guidance to assist employers interested in work-based learning opportunities. The GCWED goals are for schools and businesses to design and implement work-based learning and career exploration experiences that are:

- Meaningful and valuable to the student and business;
- Safe for the student and everyone at the workplace; and,
- Opportunities for students to explore and learn valuable technical and professional skills while earning wages and/or course credit.

When students participate in work-based learning and career exploration at a workplace outside of school, questions and concerns often arise around legal issues, particularly regarding liability and insurance. Many times, issues of liability arise related to work-based or occupation specific concerns rather than issues of age. Schools and businesses will generally find that they already possess the necessary insurance coverage to engage in student career exploration and work-based learning experiences with limited added risk. This includes such things as internships, job shadowing, and site tours. The best way to reduce risk is to ensure that students, businesses, and parents/guardians are fully aware of the nature of the career exploration or work-based learning activity and any additional risks associated with the experience. When appropriate, participants should prepare for the activity by mastering the knowledge and skills required to limit the potential for injury or accident (e.g. safety training, hazardous materials training, etc.). Additionally, paid internships create an employer-employee relationship and provide clear recourse should accidents occur.

1. **Age Restrictions:** Students 16+ can engage in work-based learning, and businesses should follow applicable child labor laws regarding hours worked and hazardous occupations when designing these opportunities. Students 14-15 may also legally work, however the laws are stricter.

**Recommendation:** Students of all ages can participate in career exploration activities like site tours and job shadowing. Businesses should design these activities to avoid safety risks to younger students. The GCWED recommends that internships be designed for students 16 and over.

2. **Liability of Businesses:** The issue of liability arises whenever any business has individuals on its work site. A business' Comprehensive General Liability (CGL) policy should cover students and volunteers engaging in paid or unpaid career exploration and work-based learning activities, like site tours, job shadowing, and internships. Exposure to liability is generally no different than what exists relative to employees and the general public, such as when visitors enter the workplace; and CGL policies should not increase in cost because of minors at the work-site. If students are paid and considered employees of the business, students and the business are protected as in any other employer-employee relationship, and the student would be eligible for Workers' Compensation benefits should he/she be injured during the paid work experience. Workers' Compensation costs are based on employee classification and rates and not the age of the employee. Therefore, Workers' Compensation premiums should not increase substantially

because wages for student workers will typically be low. If the student is unpaid, the business' CGL policy should cover what the student's personal health insurance will not in the case of injury.

**Recommendation:** To participate in paid or unpaid career exploration and work-based learning activities, businesses must have Comprehensive General Liability (CGL) policies and must ensure that those policies will cover students in the workplace. Whenever possible, students should be paid for their work experiences, and paid students must be covered by the employer's Workers' Compensation insurance. For unpaid career exploration and work-based learning activities, it is recommended that schools and host businesses enter into "Indemnification, Hold Harmless" contracts in which schools extend their liability policies to businesses to provide added peace of mind. Unpaid career exploration and work-based learning experiences should also follow the criteria as put forth by the U.S. Department of Labor. It is the responsibility of each employer to determine whether or not internships should be paid according to the employer's internship program and understanding of DOL's Fair Labor and Standards Act. Businesses and interns should sign an agreement that clearly explains the terms of the program. The agreement should set forth the following: whether the intern is an "employee" or not; whether the internship is paid or not; a description of the work, experience, exposure, teaching, mentorship, etc. provided to the intern; duration of the internship and whether it is tied to a school program or credit; and that there's no guarantee of future employment. Also see Appendix A.

3. **Liability of Schools:** School liability policies generally do cover school-sponsored activities off-site, including things like tours and internships. Schools, school staff, and school committee members are generally protected under school liability policies if students are hurt, injure another employee, or do damage at a worksite. School liability policies typically do not cover individual students for any activities, in the event that they are injured or cause damage.

**Recommendation:** Schools should have liability insurance policies and ensure with their provider that those policies cover off-site school-sponsored career exploration and work-based learning activities, such as tours, job shadowing, and internships. Schools should also consider offering basic accident or catastrophic insurance to students as added protection in the case of accident or injury.

4. **Safe and Informed Experiences:** Above all, students, parents/guardians, and businesses should be fully aware of the opportunities and risks of work-based learning activities, and should be clear on the expectations of the experience. Businesses should be expected to maintain safe working environments in terms of physical safety and discrimination and harassment. Students should be fully prepared for the experiences and expected to follow the norms and expectations of their worksite.

**Recommendation:** Schools and/or intermediaries<sup>1</sup> managing internships should hold comprehensive orientations for businesses and students covering topics such as workplace

---

<sup>1</sup> The U.S. Department of Labor defines an intermediary as an industry association, labor-management partnership organization, workforce intermediary, consortium of employers, state-wide community college system or consortium of community colleges. U.S. DOL further defines a workforce intermediary

safety, workers' rights, and discrimination and harassment and clear lines of recourse in case any situations should occur. Agreements between interns and businesses should be written and signed by both parties in order to ensure shared expectations and ensure compliance with DOL criteria. Parents should sign permission forms and waivers for their students to engage in career exploration and work-based learning experiences and acknowledge the added risks of these activities. Parents and guardians should also give permission for transportation to the work sites, whether that is through public transportation, school transportation, or students transporting themselves. Schools and/or intermediaries may also want to request and confirm student medical and auto insurance coverage, if applicable.

*This document does not substitute for the advice of an attorney or of the government agencies charged with administering and ensuring compliance with applicable laws.*

---

as organizations that proactively address workforce needs using a dual customer approach — one which considers the needs of both employees and employers. Examples of organizations that can function as workforce intermediaries include faith-based and community organizations, employer organizations, community colleges, temporary staffing agencies, workforce investment boards and labor organizations.

## APPENDIX A

Article from: NewsOK.com

Written by: Paula Burkes

Published on: April 5, 2018

### **“Q&A with Gauri Nautiyal<sup>2</sup>: Complex issues may arise for companies desiring interns”**

#### **Q: Do companies need to pay summer interns?**

**A:** Maybe. An intern always can be paid minimum wage or more. The more complex issue arises for those organizations desiring an unpaid internship program. In interpreting the Fair Labor Standards Act (FLSA), the United States Department of Labor (USDOL) utilizes a “primary beneficiary test” to determine whether an intern in the for-profit sector qualifies to be exempt from the FLSA’s minimum wage and overtime provisions. In January, the USDOL implemented this more streamlined rule than that applied in the past. Under this updated guidance, seven factors need to be weighed to identify the primary beneficiary in determining whether an employment relationship with an intern or student exists: clear understanding to the intern that the internship is unpaid; the internship provides training that would be given in an educational environment; the intern’s completion of the program entitles him or her to academic credit; the internship corresponds to the academic calendar; the duration of the internship is limited to period of “learning;” the intern complements rather than displaces the work of regular employees; and there is a clear understanding that there is no guarantee of paid, full-time employment at the internship’s end. These seven factors aren’t an exhaustive list, and need to be weighed all together in determining whether your organization’s internship can qualify as an unpaid program. No single factor is a determinate. This new guidance also states that unpaid internships are generally permissible at nonprofit charitable organizations, religious organizations, and civic/humanitarian organizations. Oklahoma law follows the federal wage and hour law requirements, so as an employer in Oklahoma, you must follow this new USDOL guidance.

#### **Q: Does the intern need to sign any sort of agreement?**

**A:** Yes. All interns should sign an agreement clearly explaining the terms of the program. The agreement should set forth the following: whether the intern is an “employee” or not; whether the internship is paid or not; a description of the work, experience, exposure, teaching, mentorship, etc. provided to the intern; duration of the internship and whether it is tied to a school program or credit; and that there’s no guarantee of future employment.

#### **Q: If the internship is unpaid, do employee policies apply to the summer intern?**

**A:** No, unless you purposefully want to create an employment relationship. But you can create special policies and/or contracts that apply specifically to unpaid interns. For instance, your company can have an anti-harassment/anti-discrimination policy, safety/workplace violence policy, and a mandatory arbitration policy that applies specifically to interns.

#### **Q: What kinds of potential legal claims do I need to consider with legal interns?**

---

<sup>2</sup> Gauri Nautiyal is an associate attorney with Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

**A:** If an intern is paid, and therefore is an employee, he or she may be able to assert a claim against your company under Title VII (prohibiting discrimination based on race, color, sex, religion, or national origin) or the ADA (Americans with Disabilities Act), for instance. There may be workers' compensation implications if an intern is injured while on the job. Furthermore, if the intern is paid, he or she could bring a wage and hour claim against your company as well. A claim can be brought against your company, based upon your intern's conduct if the intern is perceived as your "agent." Therefore, in order to avoid this vicarious liability for unpaid interns, be mindful of whether the intern is wearing an employee uniform reflecting your company's name, or is driving a company car, or is carrying a company bag, and things of that nature. Simply because their title is "intern" isn't sufficient to dispute a reasonable belief that the unpaid intern is acting as your agent. Be cautious about ratifying the intern's conduct or treating the intern as your agent. Also, be cautious of how the interns are utilized and provide careful supervision over the intern's assigned duties and activities.

**Q: Should I review my company's or organization's internship program?**

**A:** Absolutely. Review how your internship program is set up and how it's advertised. Ensure your organization or company is consistent across paper materials and what the website reflects regarding unpaid versus paid internships, school credit, and structure of the program. Make sure costs, fees, pay and duties are clearly stated. Update your recruiting materials if they're out of date. Revise or draft the agreements or policies you specifically want to apply to your interns.